



---

**ARIZONA DEPARTMENT OF ECONOMIC SECURITY**

1789 W. Jefferson • P.O. Box 6123 • Phoenix, AZ 85005

---

Jane Dee Hull  
Governor

John L. Clayton  
Director

June 20, 2002

**WORKFORCE INFORMATION MEMO #08-02**

**SUBJECT: Customer Satisfaction Survey Results - June 2002**

Arizona State University's Prevention Resource Center (APRC), the contractor conducting customer satisfaction surveys among WIA exiters and employers, has submitted its first Customer Satisfaction Survey Report to the Workforce Development Administration (WDA). Before actually conducting the surveys, APRC spent a considerable amount of time setting up the exiter and employer databases; sending notices to everyone in the databases (with a self-addressed, stamped return postcard included) to ensure that contact information was most current; mailing letters to all potential survey participants about their possibility of being surveyed; setting up a toll free number to accept questions about the survey; and hiring a full-time person to conduct surveys during day and evening hours. Once these steps were taken, APRC began conducting actual surveys just a few weeks ago. For the June 2002 report, the contractor successfully completed 61 surveys among WIA exiters; however, no employers had been successfully surveyed when the report was submitted. APRC has assured us that their survey efforts are now in "high gear" and they fully expect all future reports to reflect many more completed surveys.

Enclosed is the initial APRC report for June 2002. The report consists of two sections. The first section, "WIA Participant Customer Satisfaction Frequency Distribution," indicates the exiter responses for each Local Workforce Investment Area (LWIA) for every individual surveyed, and for each of the three survey questions (i.e. overall satisfaction, met expectations, compared to ideal) on a scale of 1 to 10. Also indicated in the first section are the weighted sums (i.e. customer satisfaction scores) by LWIA, for all survey questions, using the American Customer Satisfaction Index (ACSI) analysis. To determine the customer satisfaction score among your WIA exiters, go to the "**Area**" column and find your LWIA. ***Your customer satisfaction score is the last figure in the row labeled "Weighted Sum."***

The second section of the report contains bar graphs of the survey responses for each question by LWIA, as well as bar graphs of the *average* responses for each question by LWIA and by age, gender, and limited English if applicable. Finally, this second section uses bar graphs to compare the number of exit letters sent versus successful surveys completed, and the number of successful surveys completed compared to the target of 500 completed surveys.

APRC will submit a report, like the one described above, to the WDA by the 15<sup>th</sup> of each month. Upon receipt, WDA will then forward the reports to each LWIA.

Under WIA, customer satisfaction surveys are a critical part of assessing the success of LWIAs and the state overall in serving program participants and employers. These surveys enable each of us to focus on continually improving programs to better serve all customer groups. We will continue to work with APRC to facilitate successful survey completions and continue discussions with LWIAs in further developing surveys that provide useful results that help us better serve our customers.

If you have questions, please contact Ms. Pat Gregan, Planning and Program Development Manager, at (602) 542-2490.

Sincerely,

Stan Flowers  
Program Administrator (Actg)  
Workforce Development Administration

SF:PG:gg

Enclosures